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COUCH, VIRGIL L.: PAPERS, 1951-1980

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The papers of Virgil L. Couch, government administrator and former director of the industrial preparedness program of the U.S. civil defense agency, were deposited in the Eisenhower Library in August 1991 by his widow, Mrs. Violet S. Couch.

Linear feet shelf space occupied:	15.2
Approximate number of pages:	30,400
Approximate number of items:	2,000

In September 1991 Mrs. Couch executed an instrument of gift for these papers. Copyright in the unpublished writings of Virgil Couch in these papers and in other collections of papers in any U.S. government agency are given and assigned to the United States of America.

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1. Papers and other historical materials the disclosure of which would constitute a clearly unwarranted invasion of personal privacy or a libel of a living person.
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## SCOPE AND CONTENT NOTE

The bulk of the papers of Virgil L. Couch span the years from 1951 to 1972 when he was employed by the U.S. civil defense program. He was the head of the Industry Office and director of the industrial civil defense program for the Federal Civil Defense Administration (1951-1958) and its two successor agencies, the Office of Civil and Defense Mobilization (1958-1961) and the Office of Civil Defense, U.S. Department of Defense (1961-1972). By the time he retired Couch had earned the title of "Mr. Civil Defense" or "Mr. Industry Defense."

Other positions he held while working for the FCDA included deputy assistant administrator in charge of management, executive director for the National Civil Defense Training and Education Program, director of Atomic Test Field Exercises, director of the Warden Service, and U.S. representative on civil defense to NATO. In October 1961 Virgil Couch was featured on the cover of Time magazine along with an article on the U.S. civil defense program. As of that date Couch was the only career federal employee to have achieved this recognition.

This collection is primarily made up of printed or mimeographed materials relating to the civil defense programs of the three agencies Couch worked for. However, articles, speeches, notes, memoranda, and correspondence by Couch on a variety of civil defense issues can also be found in this collection.

The programs of the FCDA are documented in the first series. Types of documentation include reports, studies, manuals, brochures, booklets, bulletins, charts, posters, guides, information kits, handbooks, articles, speeches, periodicals, clippings, filmstrips, records, press releases, and papers. Some of the subjects covered by this material are civil defense in industry, atomic testing program, the warden service, Project East River, disaster planning, survival programs, civil defense training schools, an radioactive fallout. The programs of Couch's Industry Office are particularly well-documented with materials on disaster preparedness and control and industrial survival.

Unusual items found in the first series are a voluminous history of civil defense in the U.S. during World War II, a brief history of U.S. civil defense from 1916 to 1951, a manuscript on business survival in case of atomic attack, and a dissertation on the role of tax amortization in the industrial dispersion program.

The second series contains considerable documentation by the OCDM on such key programs as the National Plan for Civil Defense and Defense Mobilization and the National Program for Industrial Survival. Other subjects covered in this series are the effects of nuclear weapons, rural civil defense, radioactive fallout, fallout shelters, civil defense training, disaster planning, a facilities protection survey, industrial mutual aid, and the vulnerability of the food industries. Types of documentation include reports, plans, speeches, charts, guides, articles, memoranda, booklets, bulletins, notes, outlines, and periodicals.

The third series, which has materials related to the work of the Office of Civil Defense, Department of Defense, contains several folders of correspondence, memoranda, statements, articles, and speeches by Couch, plus a large number of printed materials. Fallout shelter programs, the mission and functions of the OCD, and industrial civil defense are some of the

subjects covered in this series. Documentation includes correspondence, articles, speeches, reports, manuals, information bulletins, charts, guides, outlines, booklets, handbooks, and training materials.

Unusual items found in the third series include a Canadian publication on civil defense and the arms race and a NATO document on civil defense in industry.

The fourth and last series also contains some materials slightly outside the parameters of the bulk of this collection. It includes two sizeable historical works on the U.S. civil defense program—one covers 1916 to 1980 and the other 1945 to 1975. Other items in this series include a report for FEMA on the industrial protection program and a report for the Defense Civil Preparedness Agency on a hypothetical nuclear crisis.

Besides publications by the FCDA, the OCDM, and the OCD, DOD each series also contains numerous civil defense materials published by other federal departments and agencies and by state and local government entities. Included in this material are an Atomic Energy Commission report on atomic test effects, an Agriculture Department report on radioactive fallout on the farm, a Navy study on biological warfare, a civil defense manual for the city of San Diego, California, a civil defense survival plan for St. Louis City and County, and a facilities self-protection manual for the State of Wisconsin.

One surprising element in the first three series is the large volume of civil defense publications put out by private organizations, associations, businesses, corporations, and individuals. Private groups developed specialized materials to educate their members, and businesses and industries created manuals and information kits to prepare their employees for atomic attack or natural disasters. The U.S. Chamber of Commerce put out a brochure on family fallout shelters, and the Western Electric Company printed manuals on fire fighting and the work of a civil defense warden. These materials document the extent to which the entire nation became involved in the subject of civil defense and in the drive to prepare for nuclear attack.

The Couch Papers will be an excellent source for anyone doing research on U.S. civil defense programs in the 1950s or 1960s or on the domestic side of the Cold War. The collection not only documents the official government programs but also provides materials on private efforts to prepare for nuclear war and furnishes illustrations of the cultural and political climate in which these programs existed.

## BIOGRAPHICAL DATA

November 12, 1907	Born in Princeton, Kentucky
1930	Graduated from the University of Kentucky with the degree of Bachelor of Science in Commerce
December 24, 1931	Married Martha Pence Duncan
1930-35	Agent and salesman for the Texas Co. (Texaco), Lexington, Kentucky
1935-1937	Personnel officer for the Resettlement Administration, Department of Agriculture, Raleigh, North Carolina
1937-1943	Regional personnel officer, Farm Security Administration, Department of Agriculture, Raleigh, N.C.
1943-1946	Chief Personnel Officer and Director of Labor Relations, Farm Security Adm., Cincinnati, Ohio
1946-1948	Chief Personnel Officer and Director of Labor Relations, Farmers Home Administration, Washington, D.C.
1949	First wife died
1948-1951	Director of personnel, Economic Cooperation Administration (agency which administered Marshall Plan)
1949-1950	President of Society for Personnel Administration
August 29, 1952	Married Miss Violet Mae Showers
1951-1958	Deputy Assistant Administrator in Charge of Management at the Federal Civil Defense Administration; Other positions held at the FCDA include director of the National Civil Defense Training and Education Program, director of Atomic Test Field Exercises, director of the Warden Service, director of the Industry Office, and U.S. representative on civil defense to NATO
July 1958 Federal	Civil Defense Administration and the Office of Defense Mobilization were merged into the Office of Civil and Defense Mobilization
1958-1961	Director of Industry Office, OCDM
August 1961	OCDM split to form the Office of Emergency Planning and the rest of civil defense went under the Department of Defense
October 1961	Couch featured on cover of <u>Time</u> magazine

1961-1972	Director of industrial Participation, Office of Civil Defense, Department of Defense; also Director of Liaison Services for the Office of Civil Defense, DOD
April 1972	Retired from OCD, DOD; received the Office of Civil Defense Distinguished Service Citation
August 17, 1990	Died, Arlington, Virginia

## DESCRIPTION OF SERIES

<u>Box No.</u>	<u>Series</u>
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	I. THE FEDERAL CIVIL DEFENSE ADMINISTRATION, 1951-1958. 22 boxes.
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1-2	Subseries A. Origins, Background, and Organization of the FCDA, 1940-1957
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This subseries includes a lengthy study of civil defense programs in the U.S. during World War II, plus charts, booklets, and papers related to the origins and organization of the FCDA. Arranged in alphabetical order by subject.

2-6	Subseries B. Operations and programs of the FCDA, 1951-1958
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This subseries documents the variety of civil defense programs of the FCDA, including programs in which Virgil Couch played a special role. Materials include studies, reports, memoranda, information kits, guides, and speakers' kits. In alphabetical order by subject.

6-8	Subseries C. Civil Defense Training, 1952-1957
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This subseries contains course descriptions, schedules, lesson plans, manuals, and training bulletins for various civil defense training courses or schools sponsored by the FCDA. In alphabetical order by subject.

8-12	Subseries D. Industry Office, Industrial Civil Defense Program, 1953-1958
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Couch set up this program and was its director until 1972. Materials include speeches, memoranda, articles, reports, and additional printed materials. In alphabetical order by subject.

12-14	Subseries E. FCDA Publications, 1951-1958
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This subseries consists of FCDA printed materials such as annual reports, bulletins, brochures, pamphlets, press releases, technical manuals, reports, and a poster. In alphabetical order by subject.

14-17	Subseries F. Civil Defense Publications By Various Federal Departments and Agencies, 1948-1958
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It includes reports, guides, studies, and handbooks published by government agencies on various aspects of civil defense. In alphabetical order by name of the department or agency.

Box No.   Series

- 17-18      Subseries G.   Civil Defense Publications By State and Local Government Agencies, 1951-1958

This subseries includes civil defense guides, manuals, and reports published by states, cities, and related entities. Organized alphabetically by states.

- 18-20      Subseries H.   Civil Defense Publications By Various Organizations and Associations, 1951-1958

Includes brochures, booklets, reports, and studies published by numerous private organizations and associations on the subject of civil defense. In alphabetical order by the name of the organization.

- 20-21      Subseries I.   Civil Defense Publications By Businesses and Corporations, 1950-1958

Includes booklets, reports, newsletters, articles, and manuals relating to civil defense which were published by various businesses. In alphabetical order by the name of the business or corporation.

- 21-22      Subseries J.   Miscellaneous Articles, Books, and Manuscripts Relating to Civil Defense, 1950-1958

It includes reports, studies, articles, manuals, guides, a dissertation on industrial dispersion, and a lengthy manuscript of "Business Survival in the Face of Atomic Attack." Arranged in chronological order by date of publication.

SERIES II. OFFICE OF CIVIL AND DEFENSE MOBILIZATION, 1958-1961. 11 boxes.

- 22-25      Subseries A.   Organization, Operations, and Programs of the OCDM, 1958-1961

Includes reports, briefing materials, charts, guides, texts of scripts for audiovisual presentations, speeches by OCDM staff members, course materials, graphs, cartoons, and a directory. Arranged alphabetically by subject title.

- 25-26      Subseries B.   Industry Office, Industrial Survival Program, 1958-1961

This subseries is arranged alphabetically by subject title. It contains articles, speech drafts, speeches, surveys, memoranda, outlines, notes, statements, reports, kits, and plans relating to the industrial survival program promoted by Couch's office at OCDM.

Box No.   Series

26-27      Subseries C.    OCDM Publications, 1958-1961

This subseries has advisory bulletins, annual reports, guides, manuals, drawings, floor plans, handbooks, information bulletins, progress reports, booklets, and folders published by OCDM. They are organized in alphabetical order by subject.

27-29      Subseries D.    Civil Defense Publications and Materials by Federal Departments and Agencies, 1958-1961

Reports, studies, plans, handbooks, and an M.A. thesis are arranged in alphabetical order by the name of the department or agency which published the material.

29-30      Subseries E.    Civil Defense Publications by State and Local Governments, 1958-1961

Reports, plans, speeches, agendas, programs, and procedures published by state and city agencies. Arranged in alphabetical order by name of the states.

30-31      Subseries F.    Civil Defense publications and Materials by Various Organizations and Associations, 1958-1961

It includes articles, newsletters, speeches, kits, brochures, notes, programs, posters, manuals, packets, and papers. In alphabetical order by name of the organization or association.

31-32      Subseries G.    Civil Defense Publications and Materials from Businesses and Corporations, 1958-1961

Civil defense manuals, plans, packets, booklets, articles, and reports published by businesses and corporations. Arranged in alphabetical order by name of the business or corporation.

32-33      Subseries H.    Publications Relating Civil Defense in Other Countries, 1953-1961

Includes bulletins and circulars on industrial civil defense in Great Britain, a volume on NATO with a section on civil defense in industry, and briefs or papers on Soviet civil defense. Filed alphabetically by subject.

33           Subseries I.    Miscellaneous Articles Relating to Civil Defense, 1958-1961

This subseries has a variety of articles, papers, booklets, and plans arranged in chronological order.

SERIES III. OFFICE OF CIVIL DEFENSE, U.S. DEPARTMENT OF DEFENSE, 1961-1972. 4 boxes



Box No.   Series

33-34      Subseries A.   Background, Mission, and Programs of the OCD, DOD, 1961-1971

This subseries includes articles, reports, manuals, posters, information kits, bulletins, memoranda, letters, statements, speeches, charts, and press releases. Arranged alphabetically by subject.

34-35      Subseries B.   Industry Defense Office, 1961-1972

Arranged alphabetically by subject this subseries contains speeches, papers, lists, manuals, guides, booklets, bulletins, survey forms, training course schedules and textbooks, and charts.

36-37      Subseries C.   Miscellaneous Publications and Articles Relating to Civil Defense, 1961-1971

This subseries includes reports, hearings, memoranda, brochures, articles, periodicals, booklets, newsletters, posters, manuals, and speeches. These materials are arranged with U.S. government publications first, followed by Canadian and NATO items. Next in order are publications by businesses and corporations, then materials from private organizations and associations, and finally some miscellaneous items.

37-38      SERIES IV. U.S. CIVIL DEFENSE,      1916-1980. 1 box.

This series has some reports, studies, and a dissertation arranged in alphabetical order by subject.

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	Disaster Planning, 1957-1958
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25	<p>State Civil Defense Directors' Conference, 1959</p> <p>Surplus Property Program, 1959 [text for slide presentation]</p> <p>Survival Plan Projects, 1958</p> <p>Telephone Directory, 1958</p> <p>U.S.-U.S.S.R., Charts, Graphs, and Cartoons, Comparing them</p> <p>Warning and Communications, c. 1959 [text of slide presentation]</p> <p>White House Conference on Fallout Protection, 1960</p> <p>Subseries B. Industry Office, Industrial Defense/ Survival Program, 1958-1961</p> <p>Armored Car Industry, 1959</p> <p>Articles by Virgil L. Couch, Director, 1959-1960 (1) (2) [nonmilitary defense; survival; continuity]</p> <p>Chamber of Commerce, Role in Emergency Planning</p> <p>City and County Industry Defense Program, 1960 [drafts by Couch]</p> <p>Construction Industry, 1959</p> <p>Disaster Planning, 1960</p> <p>Educating Employees re Personal and Home Protection</p> <p>Employee Relations, 1958 [role of personnel man in disaster planning]</p> <p>Facilities Protection Survey</p>

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- 25   Industrial and Facilities Disaster Preparedness Program, 1958  
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- 26   Industrial Survival, Do-It-Yourself Kit, c. 1959 (3)  
  
Industry Annexes, Brief of Regional Operational Survival Plans, 1960  
  
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Industry Defense and Survival-Notes, Drafts, and Outlines, c. 1961 [preparedness; Operation Alert; training]  
  
Industry Defense Office, Administrative Matters, Memos and Reports, 1959-1961  
  
Industry Defense Office, Mission, Functions, Authority for, 1960  
  
Industry Defense Publications, 1960  
  
Industry Defense, Training Courses, 1959  
  
National Program for Industrial Survival, 1959-1960 (1)-(3) [functions of Industry Office]  
  
Photographs  
  
Plant Disaster Control Plan  
  
State Survival Plans, 1960  
  
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Basic Civil Defense, Instructor's Guide, 1959

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- 27   Disaster Readiness in Undergraduate Education, 1960
- Fallout Shelters, 1959-1960
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- Fire Effects of Bombing Attacks, Technical Manual, 1960
- Food Industries, Vulnerability of, Report, 1961
- Foods for Shelter Storage, 1960
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- Industry Defense, 1959
- Information Bulletins, 1958-1961 (1) (2)
- Miscellaneous Publications, 1958-1960 [food storage; first aid; survival items; essential facilities]
- News Digest, 1958, 1960, 1961
- Panic, Technical Report on, 1960
- Progress Report, FY 1959
- Public Affairs Guide, 1960
- Survival, Ten Programs for, 1959
- Technical Bulletin, 1959 [protection of vital records]
- Subseries D. Civil Defense Publications and Materials by Federal  
                Departments and Agencies, 1958-1961
- Agriculture, Department of, Family Food Stockpile, 1961
- Army, Training Circular, Prediction of Fallout and Radiological Monitoring and Survey, 1958, 1960 (1)(2)
- 28   Army, Provost Marshal General's School, Disaster Plan, 1959-1960
- Army, Provost Marshal General's School, Essential Industrial Operations, 1960

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- 28    Army, Provost Marshal General's School, Student Reference Industrial Defense,  
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- A.E.C., Radiation Monitoring Handbook, 1958
- Federal Home Loan Bank, Disaster Preparedness Program, 1958
- G.S.A., Building organization for Self-Protection, 1959 (1) (2)
- Industrial College of the Armed Forces, Materials Relating to Civil Defense, Nuclear  
         Attack, and Fallout Shelters, 1958-1959
- Interior, Department of, Electric Power Emergency Operations Handbook, c. 1960
- Navy, Industrial Defense Program by Capt. Charles Fadem, 1959 (1)-(3)
- 29    Navy, Industrial Defense Program by Capt. Charles Fadem, 1959 (4)-(6)  
      Navy, San Francisco naval Shipyard, Disaster Control, 1960
- U.S. Congress, 8<sup>th</sup> Annual Report of the Activities of the joint Committee on Defense  
      Production, 1959
- Subseries E. Civil Defense publications by State and Local Governments,  
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- Florida, Meeting of State Civil Defense Directors, 1959
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- Hawaii, Governor's Industry Survival Institute, 1961
- Michigan, Civil Defense Plans, Program and proposal, 1958-1860
- Missouri, Civil Defense and Industrial Mutual Aid in St. Louis, 1960
- Missouri, St. Louis Civil Defense Plan, 1961 (1)-(5)
- 30    New Hampshire, Civil Defense Agency, 1960
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- New Jersey, Radiological Monitoring, 1960

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30      New York, Survival in a Nuclear Attack, 1960  
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Ohio, Plant Security

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Tennessee, Southern States Industrial Survival Conference, 1959

Wisconsin, Milwaukee, Industrial Survival Checklist, 1961

Subseries F. Civil Defense Publications and Materials by Various  
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Civil Defense Articles Reprinted by Dept. of Defense, 1961, 1971 (1)-(3) [survival plans; role of industry; industrial disaster readiness]

Civil Defense Management Textbook, 1967

Civil Defense Training Opportunities, 1968

Continuity of Corporate Management in Event of Nuclear Attack, Report, 1963

34      Emergency Lodging, Draft of Manual, 1961

Fallout Shelter Poster

Fallout Shelter Program, 1961-1963 (1) (2) [designs, statistics, and surveys; statements by Kennedy, McNamara, & Pittman]

Information Bulletin, 1961-1963 [McNamara; Pittman; fallout shelters]

Memos, Letters, Statements, and Speeches re Work of Office of civil Defense, Dept. of Defense, 1961-1963 [McNamara; Pittman; civil defense exercise; fallout shelter program]

Newsletter for Industrial Security Officials

Organization Chart, 1967

Press Releases, 1962-1963 [fallout shelter program; annual report]

Status of Civil Defense Program, Report, 1968

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- 34   Articles by Virgil L. Couch, 1961, 1962, 1971 (1)-(3) [survival plans; role of  
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- 35   Industrial Civil Defense, National Program for, Speeches by Virgil L. Couch, 1961  
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- NATO Document on Civil Defense in Industry, 1961
- Publications by Businesses and Corporations Relating to Civil Defense, 1961-1963  
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- Industrial Protection Guide, Report for FEMA, 1981 (1) (2) [draft report by Scientific Service, Inc.]
- 38                Industrial Protection Guide, Report for FEMA, 1981 (3) (4)
- Nuclear Crisis of 1979, Report, 1976 (1) (2) [report for Defense Civil Preparedness Agency on a hypothetical crisis and responses]
- U. S. Civil Defense Program, 1916-1980 (1)-(6) [prepared for FEMA by Harry B. Yoshpe]
- 39                Personal Certificates and Awards, 1956-1969 [oversized items transferred from Box 1]

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